



Brand Development
Public Relations
Advertising
Interactive Solutions
Graphic Design

FOR IMMEDIATE RELEASE

NEWS FOR:

Downtown Center Business Improvement District,
Downtown Los Angeles

MEDIA CONTACTS:

Kim Macy/John Halloran/
Natalie Weiner
310.821.5300
x222/231/236
kmacy@macyinc.com

LOS ANGELES DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT CLEANS UP DOWNTOWN WITH NEW BIG BELLY SOLAR BINS

DCBID Amplifies Commitment to Cleaner Downtown with Technologically Advanced Solar Powered Waste Collector Bins

(Downtown Los Angeles, CA – January 16, 2015) The Downtown Center Business Improvement District (DCBID) has just launched their latest initiative to enhance downtown's cleanliness by replacing existing trash receptacles within the district with new "smart" and clean bins, announced Carol Schatz, President and CEO of the DCBID. The newly introduced Big Belly Solar Bins offer a modern solution for waste collection, as they are entirely solar powered and equipped with GPS units and usage meters for remote waste management.

One of the bins, placed at a high traffic location, will also feature a solar powered waste compactor, which will allow the receptacle to handle nearly five times the waste, before the need to empty. The usage meters and GPS units allow the DCBID to remotely monitor how often to empty the bins and to identify the best, most used locations. The Solar Bellies are distinctly identifiable with the DCBID logo and will be managed by the DCBID Safe & Clean Team.

"Our pilot program includes the installation of 18 brand new Big Belly Solar trash cans along the high traffic 7th Street corridor," said Schatz. "In addition to reduced waste management costs and improved efficiency, we believe these attractive new waste collectors will encourage increased usage, significantly reducing litter in the area."

Should the new Big Belly Solar Bins prove to be a success, plans are in place to expand their presence within the district. With other districts monitoring the program, Big Belly Solar Bins may be on their way throughout Downtown Los Angeles.



Brand Development
Public Relations
Advertising
Interactive Solutions
Graphic Design

ABOUT THE DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT (DCBID)

Founded in 1998, the Downtown Center Business Improvement District (DCBID) has been a catalyst in Downtown Los Angeles' transformation into a vibrant 24/7 neighborhood. A coalition of approximately 1,700 property owners in the central business district, the DCBID members are united in their commitment to enhance the quality of life in Downtown Los Angeles. Bounded by the Harbor Freeway to the west, First Street to the north, Main and Hill streets to the east, and Olympic Boulevard to the south, the organization helps the 65-block central business district achieve its full potential as a great place to live, work, and play.

For more than 16 years, the DCBID's programs and initiatives have been the driving force behind the Downtown Los Angeles Renaissance. Now universally recognized as one of the nation's most dynamic urban centers, downtown Los Angeles was recently heralded as 'The Next Great American City' by GQ Magazine and listed as number 5 in The New York Times' '52 Places to Go in 2014'.

For more information, visit www.downtownla.com.